

Message Text

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PAGE 01 JIDDA 04884 140819Z

12

ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-07 /030 W

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R 140750Z JUL 76

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 5293

INFO AMEMBASSY ATHENS

AMCONSUL DHAHRAN

USDOC WASHDC

UNCLAS JIDDA 4884

E.O. 11652: N/A

TAGS: BEXP, SA

SUBJECT: TRADE PROMOTION EVENTS IN SAUDI ARABIA

REF: (A) USDOC 7844, (B) STATE 152397

1. EMBASSY REGRETS DELAY IN REPLY TO REFTELS WHICH ASSIGNED TO FSL WHO RESIGNED WITHOUT COMPLETION OF WORK. RECENT VISIT TO MINISTRY OF COMMERCE AT RIYADH ELICITED FOLLOWING INFORMATION ON AUTHORIZED SAUDI TRADE EVENTS:

A. RIYADH.

(1) ELECTRONIC INDUSTRIES EXHIBITION OCT. 1-10, 1976.

SPONSOR: MECCA ADVERTISING AGENCY,
P O BOX 2043, JIDDA.

(2) IDEAL HOME EXHIBIT - OCT. 15-25, 1976

SPONSOR: NATIONAL ADVERTISING AGENCY
(NADA), P O BOX 3434, RIYADH
DIRECTOR: TALAL AL MAKDISI/ABDULLAL AL
QUNAEER, CHAIRMAN

(3) GREEK TRADE AND TOURISM EXHIBIT - NOV. 76

SPONSOR: GREEK EMBASSY

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(1) ELECTRONIC INDUSTRIES EXHIBITION -

OCT. 10-25, 1976

SPONSOR: MECCA ADVERTISING AGENCY,
P O BOX 2043, JIDDA.

MANAGER: ADNAN KAMEL SALAH

(2) GREEK TRADE & INDUSTRY EXHIBIT - NOV. 1976

SPONSOR: GREEK EMBASSY

(3) MODERN INVENTIONS (SIC) EXHIBITION

FEB. 10-14, 1977

SPONSOR: ABBAR & ZEINY, P O BOX 461, JIDDA
(SEE JIDDA A-46, 5/5/76, CALLED TECHNO-
SUMMIT, SAUDI ARABIA 1977).
DIRECTOR: GHAZI ZEINY

4) AUSTRALIAN INDUSTRIES EXHIBIT

FEB. 12-17, 1977

SPONSOR: AUSTRALIAN EMBASSY

(5) THIRD SAUDI EXHIBITION FOR TRADE & INDUSTRY

MAR. 15-29, 1977

SPONSOR: SITIFO
DIRECTOR: ADNAN ABDUL MAJEED,
P O BOX 4571, JIDDA
(1976 EXHIBIT REPORTED IN A-47, 5/5/76

C. DAMMAM

(1) ELECTRONIC INDUSTRIES EXHIBIT - SEP. 20-25, 76

SPONSOR: MECCA ADVERTISING AGENCY,
P O BOX 2043, JIDDA

2. THE ABOVE EXHIBITS ARE LISTED AS PROVISIONAL BY THE
EXHIBITS DIVISION OF THE MINISTRY OF COMMERCE, BUT ALL
APPEAR TO BE FIRM BARRING LAST MINUTE CHANGES.

3. THE IDEAL HOME EXHIBIT ORGANIZED BY NADA IS CLAIMED
BY THE ORGANIZERS TO BE A SHOW TARGETED FOR USE BY SAUDI
ARABIAN MERCHANTS AND REPRESENTATIVES TO DISPLAY HOME
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FURNISHINGS AND HOUSEHOLD APPLIANCES OF ALL KINDS. THE
ORGANIZERS, VISITED BY COMATT IN RIYADH, STATED THAT
U.S. FIRMS WOULD BE WELCOME TO RENT EXHIBIT SPACE.
COVERED AREA IS QUOTED AT SR 350 (APPROX. \$100
PER SQUARE METER.
UNCOVERED SPACE IS SR 300 (APPROX. \$86) PER SQUARE
METER. BOOTHS ARE PREPARED BY EXHIBITORS HAVE TO
DECORATE AT OWN COST. THE ORGANIZERS PROVIDE MAIL

SERVICES, PUBLIC ADDRESS SYSTEMS, ADVERTISING, AND A
SAUDI COMMERCIAL LIST OF BUYERS.

4. REGARDING THE PROPOSED JAPANESE FLOATING EXHIBITION
SCHEDULED FOR THE FALL OF 1976, MINISTRY OF COMMERCE
OFFICIALS INFORMED US THAT THE JAPANESE REQUEST HAD
BEEN TURNED DOWN BECAUSE STRINGENT NEED FOR BERTHING
SPACE AT THE PORT OF JIDDA FOR FOOD IMPORTS WOULD NOT
PERMIT THE HOLDING OF SUCH AN EXHIBIT.

5. THE EMBASSY HAS REQUESTED MORE INFORMATION ON THE
ELECTRONIC INDUSTRIES EXHIBIT NOTED ABOVE FOR POSSIBLE
INTEREST OF U.S. FIRMS, AND WILL REPORT DETAILS WHEN
AVAILABLE.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 14 JUL 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976JIDDA04884
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760271-1023
From: JIDDA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760760/aaaacaua.tel
Line Count: 130
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 152397
Review Action: RELEASED, APPROVED
Review Authority: schaefaj
Review Comment: n/a
Review Content Flags:
Review Date: 15 APR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <15 APR 2004 by ThomasVJ>; APPROVED <28 SEP 2004 by schaefaj>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: TRADE PROMOTION EVENTS IN SAUDI ARABIA
TAGS: BEXP, SA
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006